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“Think Outside The Box”
LEADING EXPERT REVEALS HOW 3D PRINTING WILL CHANGE
THE WORLD

The industrial revolution marked a series of extraordinary changes in human society, altering the course of the planet on both a social and economic level. Then came the digital revolution, with the rapid growth of information and communication technologies that changed the way people think, behave, communicate, and work. According to John Hornick, author of the new book, *3D Printing Will Rock the World*, we are on the verge another earth-shattering revolution that will restructure the way the world operates on an economic and personal level. At the center of it all is 3D printing.

With more than 30 years of legal experience in counseling on virtually every aspect of IP law, Hornick advises and educates clients about 3D printing and the IP issues of this rapidly developing and potentially disruptive technology. Widely recognized as a thought leader in the 3D printing industry, Hornick explores the potentially radical shift in the way that intellectually property, business, and manufacturing will be disrupted by 3D printing.

“Although 3D printers have been with us for about 30 years, they are still in their infancy and just starting to cross mainstream,” says Hornick. “Both companies and consumers are wondering how to use them. The people who will figure it out are the innovators of tomorrow—most of whom are kids today—and they will figure it out fast.”

Combining his legal expertise with knowledge of the technology, the industrial and consumer sides of 3D printing, and real-world experiences based on working with clients in this space, Hornick’s unique perspective reveals an eye-opening vision for the potential of 3D printing.

In an engaging and thought-provoking interview, Hornick will share his research, knowledge, and experience to discuss:

- How 3D printing could replace mass production with production by the masses
- Although this revolution will disrupt and shorten supply chains, it will also create new businesses and jobs
- The legal (and illegal) side effects of 3D printing
- As today’s kids grow up with this technology, they will 3D print our future
- How 3D printing will revolutionize product design, merge science and nature, and launch a manufacturing renaissance
- Why companies will begin selling digital blueprints instead of physical products
- How the concept of a genuine product may soon become meaningless

- Why 3D printing can help create a greener world, generating less waste and producing a smaller carbon footprint than traditional machines

John Hornick has more than 30 years of experience as a counselor and litigator at the Finnegan IP law firm, one of the largest IP firms in the world. As the founder of Finnegan's 3D Printing Working Group, he advises clients about how 3D printing may affect their businesses. Hornick frequently speaks and writes on 3D printing and has been recognized as a thought leader in this space. As the only IP attorney selected by the U.S. Comptroller General Forum on Additive Manufacturing, he is also a juror for the International Additive Manufacturing Award.

Providing insight into this world-changing technology, Hornick's articles have been published in outlets such as *3D Printing Industry*, *The Journal of 3D Printing & Additive Manufacturing*, *Wired Innovation*, and *3D Printing World*.

Connect with John Hornick at www.3DPrintingWillRocktheWorld.com, and on [Twitter](#), [LinkedIn](#), and [Pinterest](#).

***3D Printing Will Rock the World* can be purchased on [Amazon](#).**

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